

**RALEIGH TRANSIT AUTHORITY
DECEMBER 13, 2012
MINUTES**

The Raleigh Transit Authority met on Thursday, December 13, 2012 at 3:30 p.m., in the City Council Chamber, Room 201 of the Municipal building, Raleigh, N. C. with the following present:

Chairman Joseph Springer, presiding (portion of meeting)
Vice-Chair Les Seitz, presiding (portion of meeting)
Corey Branch
Stacy Carless
Jason Horne
Roger Kosak
Regina Price
Craig Ralph
Jane Thurman
Uel Whitsett

Staff present: David Eatman, Mike Kennon, Scott McClellan

Vice-Chair Seitz called the meeting to order with discussion and actions taken as shown:

AGENDA – APPROVED AS AMENDED

Mr. Eatman reported there would be an add-on item relating to a report from the Route Committee. Without objection, the agenda was approved as amended.

ACTION ITEMS

MINUTES – NOVEMBER 8, 2012 – APPROVED AS PRESENTED

Members received in their packets a copy of the November 8, 2012 minutes. Mr. Kosak moved approval of the minutes as presented. His motion was seconded by Mr. Horne, unanimously passed. Vice-Chair Seitz ruled the motion adopted.

ART-ON-THE-MOVE – APPROVED

Kim Curry-Evans, Raleigh Arts Department, explained the Raleigh Arts Commission, in collaboration with Capital Area Transit, is in the fourth year for the popular temporary public art project, Art-on-the-Move. Selected artists will have their original, two-dimensional designs emblazoned on the side of Raleigh's city busses for at least six months in 2013. Twelve artworks from the 56 artworks submitted were selected for consideration. Selected artists receive a \$1,000 honorarium for their work. Ms. Curry-Evans provided a slideshow of the selected artworks. At least 17 of the 56 artworks were

submitted by college or university students. The artworks were approved by the Arts Commission and will debut on the busses at the May 13 Artspllosure. Ms. Curry-Evans requested approval of the artworks for the bus wraps in order to move forward in getting the artists under contract.

Mr. Kosak urged distribution to as many universities and colleges as possible in order to achieve plenty of diversity. Ms. Thurman thanked Ms. Curry-Evans for her work on this item noting she was impressed by Ms. Curry-Evans and the Arts Commission.

Mr. Kosak moved approval of the selected Art-on-the-Move artwork as presented. His motion was seconded by Mr. Branch, unanimously passed. Vice-Chair Seitz ruled the motion adopted.

CHAIRMAN SPRINGER ARRIVES AND TAKES THE CHAIR

INFORMATION ITEMS

STATE FAIR PARK AND RIDE 2012 – INFORMATION RECEIVED

Mr. Eatman reported the State Fair Park and Ride locations for 2012 were located along the Hillsborough Street Route, WakeMed Soccer Park in Cary and the newly relocated site, 2728 Capital Blvd. The final ridership total for 2012 was provided to members in their agenda packets (Attachment A). He indicated the Alcatel site was replaced with the Westinghouse site and this worked well and has 700-800 spaces. Ridership numbers were slightly down and shadowed Fair attendance but was a very solid year. The goal was to break even, which we did.

Mr. Ralph questioned the possibility of charging \$1 for parking next year. Mr. Eatman indicated the goal is to break even and we are doing that and if parking was charged, it would be easier to include that in the fare in lieu of two different charges. It is felt this is good advertisement for CAT since many people that have never ridden the bus take the opportunity to ride to the Fair which is a great savings for marketing. Mr. Eatman indicated if the Authority desires, raising charges can be considered for next year.

The report was received as information.

FINANCE COMMITTEE REPORT – RECEIVED

No Smoking Implementation Plan:

Mr. Kosak reported the Finance Committee recommends approval and referral of the “No Smoking Implementation Plan” to the Transit Authority with a target enforcement date of January 2, 2013. Implementation will include signage at Moore Square and other transit facilities. Mr. Kosak noted this was discussed at length and noted staff will come up with a set of guidelines for implementation and will be training employees for enforcement. After reviewing a map of Moore Square, he indicated Moore Square should be

completely no smoking. The Committee also discussed some things that will be done at 2 other facilities.

Mr. Eatman explained the current policy and code states there is no smoking within 25' of the boarding platform. The only area left after that 25' at Moore Square is underneath the parking deck between Wilmington Street and the bus lanes. He indicated the Transit Authority could say as a Transit Authority policy there is no smoking at Moore Square and security officers and law enforcement could enforce the regulations within 25' of a boarding platform. Enforcement will not be done outside the 25' boundary. He indicated this is something for the Authority to think about.

Mr. Kosak indicated the whole idea is to eliminate "as much as possible" second hand smoke from being imposed upon people riding the busses. Both the ordinance and policy and the way staff described is the right way to go and uses common sense in the whole process.

Mr. Kosak moved approval of the plan as outlined by staff. His motion was seconded by Mr. Seitz, unanimously passed. Chairman Springer ruled the motion adopted.

ART Program Office Policy:

Mr. Eatman explained the ART Program is experiencing increased traffic in the call center for free and reduced fare CAT IDs. Staff is seeking assistance with the development of a policy directing the hours and procedures for the development of this supporting fare media. Mr. Kosak indicated the idea for this item was to improve customer service to those coming into the office.

Mr. Eatman indicated the proposal will have impact at some level to customer service noting staff currently provides IDs and transport service in City Hall between 8:00 a.m. and 5:00 p.m. and trip numbers are flat for the first time. There are still a great number of applicants for the half fare ID, particularly from senior citizens who are starting to use busses now more than ever before. Citizens 65 or older receive free service. The challenge is the existing staff can get bombarded at 8:00 a.m. and 5:00 p.m. and the only difficulty is the phone system stacks up at the same times. During the busiest time of day there are a lot of walk-ins that pull staff away from the phones to do office customer service. Staff is looking for feedback on this item. Staff would like to be able to encourage individuals to get IDs between 9:00 a.m. and 12 noon and 2:00 p.m. until 4:00 p.m. This would give staff the opportunity to rotate lunches and handle the one hour push in the morning and evening when calls are high. Mr. Eatman explained staff would also like as part of that, go to mailed IDs rather than provide them on the spot. The half fares each take one half day anyway so they are mailed those currently. He further reviewed current office operations. He felt this proposal would be responsible to both individuals coming to the office for service as well as the phones.

Mr. Kosak stated from a customer service standpoint, the primary function of the call center is answering phones and scheduling rides which is a major process that has to be maintained. Mr. Kosak recommended approval of the recommendations.

In response to questioning, Mr. Eatman noted when the ID expires, the customer has to obtain a renewal. Providing temporary IDs was discussed with Mr. Eatman noting this would be a challenge and the only scenario would be where someone received a temporary half fare ID. Mr. Eatman indicated if this recommendation is approved, staff will mail the IDs the next day.

Mr. Seitz questioned how this will be publicized with Mr. Eatman responding signage, website, brochures, etc. would advise the public of this change and will not just start it in one day and will be almost on a case by case basis through a period of time in order to not completely inconvenience people. He indicated staff will do its best to make every effort to serve everyone. Mr. Kosak moved approval of staff's recommendation as outlined by Mr. Eatman. His motion was seconded by Mr. Ralph, unanimously passed. Chairman Springer ruled the motion adopted.

Mr. Seitz requested that once this is written in policy form that the Authority be provided a copy.

PUBLIC COMMENTS – RECEIVED

Tracy Losher indicated she works at Harris Teeter on Creedmoor Road. She spoke relating to the negative impact on some Harris Teeter associates who will be negatively affected by the change in the route in this area. The change affects 7 employees at this business. She noted she called some of their fellow retailers along Creedmoor Road and individuals riding Routes 8C and 33C are impacted. She indicated she was also speaking out for other retailers in this area. She indicated Harris Teeter expects their associates to have open availability and did not want the route changes to affect them.. She noted evening bus runs will be shortened that will limit these employees' availability. They also have other associates that ride the Sawmill Connector that will be cancelled. Other retailers expressing concern were McDonalds, Wendy's, Kroger and Briggs Restaurant. There are also 3 retirement communities in this area that will be impacted.

Denise Lowe, Harris Teeter employee, indicated she was also representing her co-workers and friends at Harris Teeter and Wendy's, a lady that works at the retirement community and 4 customers that use the bus. She explained how her use of the bus will be affected by the changes noting as a full time employee at Harris Teeter, she must be available. The following evening she was scheduled to work until 8:30 and would catch the 8:45 bus which would no longer be available in January. She emphasized they are people that depend on CAT. She indicated the drivers are wonderful and they get them where they want to go. Mr. Branch suggested that staff work with Ms. Lowe to determine if there are alternate routes she could take.

Mr. Eatman explained Route 8C is not going away but will stop running after 7:00 p.m. on Creedmoor Road which will impact some people and that was known when the decisions were made that were ridership driven. He referred to the Long Range Transit Plan noting Creedmoor Road is part of the plan to receive more service in later years. He suggested that staff sit down with those affected and be sure they receive all information. He noted staff will help anyone navigate these changes. Mr. Kosak suggested that the Route Committee relook at the changes with staff noting he though the routes impacted do not have ridership. Mr. Kosak requested that he be advised when this is to be discussed at the Route Committee. He indicated this is close to where he lives and was concerned this is having significant impact that was not anticipated. Mr. Eatman explained the areas cut are low ridership but there will be impact noting the reduced services were done on a ridership basis between 10:00 p.m. and 12 midnight. Changes in this area were reviewed.

Mr. Ralph advised those present that transit did not receive additional funds from the City Council resulting in service changes. He appreciated the concerns expressed and reiterated the City Council provides the funds and they need to hear these concerns. He urged attending a Council meeting and advising the Council and Mayor of these issues and let them know more funding is needed for transit. Mr. Seitz urged those present to speak at the budget hearing to be held at the February 5, 2013 Council meeting. Mr. Kosak indicated he does support the plan but the problems should be reviewed. Mr. Seitz indicated if this issue could not be resolved by the effective date of the changes, January 13, 2013, staff needs to go ahead and implement the plan.

Mr. Eatman indicated what we are talking about is service on Creedmoor Road after 7:00 p.m. that is provided by Route 33C. Staff will be glad to look at this and provide ridership totals noting we are looking at 15-18 passengers per hour. He explained this is a balancing act. Mr. Ralph asked staff to address these individual concerns and staff could bring that information to the Route Committee meeting. Mr. Seitz advised those present that the Authority cares about this a lot and hoped they would go to the City Council for more funding since the Authority is up against a wall with funding. He asked staff to advise the Authority if they could find a way out of this. Mr. Eatman indicated by the end of next week staff will have the Route Committee chair information relating to conversations with these citizens and general information relating to implementing service in this corridor and reasoning for changes made and provide examples of ridership and resources taken away and why. This information will be provided to members by email as well.

MARKETING COMMITTEE REPORT – RECEIVED

Summer Youth Pass Program:

Ms. Thurman reported the Marketing Committee met on November 20, 2012. In regard to the Summer Youth Program, she indicated from June 1 – September 1, 2013, Youth ages 13-17 will be eligible to purchase a Summer Youth Bus Pass for a one-time fee. The pass offers unlimited rides on CAT buses during this 3 month timeframe. She reported

the committee recommends approval of the Summer Youth Pass Program and referral of the one-time fee cost to the Finance Committee.

Mr. Craig moved approval of the committee recommendation to refer the item relating to fee to the Finance Committee. His motion was seconded by Mr. Branch, unanimously passed. Chairman Springer ruled the motion adopted.

Adopt A Shelter Program – New App Update:

Ms. Thurman reported this relates to an app showing which shelters are adopted and those available. Mr. Horne, the contact with the group working on the app, attended a meeting after the Marketing Committee meeting relating to this item. The app is a work in progress at this point..

Ambassador Program:

This item is pending receipt of information from the City Attorney's office.

Bus Shelter Advertising:

This item is pending in the committee.

Ms. Thurman reported a contract for bus advertising was just signed for \$45,000 with Alan Tate Realtors.

The next Marketing Committee meeting will be January 3, 2013 at noon.

ROUTE COMMITTEE REPORT – RECEIVED

Mr. Ralph reported the Route Committee met on December 13, 2012.

He indicated CAT, unfortunately, will not be able to serve the Open Door Clinic located on Capital Boulevard. An alternative has been developed and service could be provided through vans if they pay for the service. This item is still pending in Committee.

Mr. Ralph stated there will probably be more people coming before the Route Committee in January and February as a result of the route changes that will take effect in January.

Mr. Ralph requested that another member be appointed to the Route Committee. Chairman Springer reported he would look at this appointment.

STAFF REPORTS – RECEIVED

Members received in their agenda packets the following staff reports:

1. Statement of Income and Loss (October 2012)
2. Operating Statistics (October 2012)
3. Evaluation by Route (October 2012)
4. Ridership by Time of Day (October 2012)
5. Variance Analysis (October 2012)
6. Go PASS Ridership Summary (October 2012)
7. Go PASS Ridership by Agency (October 2012)
8. Accessible Raleigh Transportation Summary (October 2012)

Mr. Eatman noted ridership is strong. In regard to the ART program, he noted we are doing things we have never done before in regard to those numbers noting the services we provide seem to be settling down. Mr. Vinson worked hard on scheduling the contractor with the shared ride services. Shared Ride provides service to approximately 300 passengers per day and the whole ART program provides 1300 trips per day. In response to questioning from Mr. Kosak, Mr. Eatman indicated no shows remain a concern and a lot of the reductions in trip numbers are us getting a handle on no shows and cancellations.

Scott McClellan referred to the Million Mile Drivers Party scheduled the following day at 11:00 a.m. that will be followed by a luncheon. Four drivers have reached 1 million miles, two drivers have reached 2 million miles and one driver has reached 3 million miles without accidents. He indicated these are excellent employees who have done a great job driving 40' long busses without hitting something.

The reports were received as information.

Mr. Eatman reported on January 2, 2013 there will be no State GoPasses. He indicated this would be revenue neutral. He reviewed the history of these passes. This will affect 600 employees Downtown.

CONCLUDING REMARKS – RECEIVED

Mr. Branch questioned whether there is a status on the survey questions. Mr. Eatman reported this is on the street for solicitation and waiting for proposals. The due date is still out.

Mr. Branch referred to routes that will be deleted but being covered by other existing routes. Mr. Eatman indicated starting December 26 there will be new signage going up announcing route changes and providing more information. Signs will tell you if you are

going inbound or outbound, etc. While changes will be implemented between December 26 and January 13, all drivers will honor all stops during the transition period.

Mr. Branch referred to the bus stop on Hargett Street at the YWCA noting if you sit on the bench, your feet will be on the curb. He felt there are safety issues involved. Mr. Eatman stated that stop could be moved or consolidated with another nearby stop and indicated this would be reviewed by staff.

Mr. Branch complimented staff and Authority members on their great work. He wished everyone a good holiday.

Mr. Ralph thanked Joy Sumner for her assistance. He indicated the County Commissioners are working on a secret plan to get the ½ cent sales tax done. He further wished everyone a happy holiday.

Mr. Thurman thanked everyone for their hard work and looked forward to a new year.

Mr. Seitz indicated the Authority is doing good service to the community by being frank with people relating to route changes coming up soon.

Ms. Price questioned the Moore Square signage. Mr. Eatman referred to the electronic signs at Moore Square noting on January 13 the signs will show new information.

Mr. Kosak thanked staff for good work over the year noting a lot of things are being worked on. He indicated he enjoyed working with staff and the Authority. He wished everyone a Merry Christmas and a Happy New Year.

Mr. Horne referred to the bus driver that has driven 3 million miles with no accident noting that equals going back and forth to the moon 6 times. He thanked the Authority for a great first year. He wished everyone happy holidays.

Ms. Carless expressed her thanks to the drivers being honored. She wished everyone a Merry Christmas.

STAFF REMARKS – RECEIVED

Mr. Eatman reported staff will be letting the next shelter installations in the next 30 days and will have new construction beginning in January.

Mr. Eatman reported 4 proposals for Moore Square Improvements/Union Station Feasibility Study were received. Moore Square involves architect, engineering and design work. Union Station involves looking at locations. He indicated these 2 key projects are moving forward.

Chairman Springer questioned negotiations with the TTA with Mr. Eatman reporting TTA has a Request for Qualifications out now with a due date of January 4. Staff is represented on the review committee and the proposals will be reviewed and determination for award will be reviewed.

CHAIRPERSON'S COMMENTS – RECEIVED

Chairman Springer thanked staff and Authority members for their hard work. He wished everyone a Merry Christmas.

ADJOURNMENT

There being no further business, the meeting adjourned at 5:15 p.m.

Respectfully submitted,

Brenda Hunt